



THE GOVERNOR'S STUDENT BUSINESS SUMMIT

INNOVATE • LEAD • INSPIRE



KEYNOTE SPEAKER

Brandt Page

Founder and CEO,
Launch Sales and Marketing LLC

Launch Sales and Marketing LLC, is an outsourced sales company specializing in building business-to-business sales pipelines for clients by providing lead generation, qualification, and appointment scheduling services.

Brandt has been selected by American Express to advise their national OPEN Forum Pulse on Twitter as well as being nominated for the *INC* 30 under 30 award in 2010 and the v100 here in Utah. Brandt has been featured in the *Utah CEO* magazine as the sixth fastest growing student founded company in Utah. Brandt has led Launch to 600 percent revenue growth on top of tripling in size from 2009. Launch is quickly becoming one of Utah's fastest growing companies. Brandt was also selected as a Junto Partner in 2008 and is a mentor for The Community Foundation of Utah, a non-profit organization, as well as working as an area youth leader helping at-risk teens.

Brandt graduated from Brigham Young University and got his entrepreneurial start as a student there helping to start an importing and distributing company that took fourth and third place in the Entrepreneur of the Year competition in consecutive years, as well as landing in the Top 10 for the Utah Entrepreneurial Challenge. Since then, Brandt has worked with various start-up companies helping them grow with his expertise in entrepreneurship, lead generation, and sales.

Brandt grew up in the San Francisco Bay area where he spent his youth surfing and playing volleyball. He speaks fluent Portuguese from living in Brazil for two years working with a non-profit organization. Brandt currently resides in Salt Lake City with his wife of three years, a baby boy named Hutch, and a yellow lab.

Dear Student Summit Attendee:

It is a pleasure to welcome each of you to the first year of our Student Summit as a part of the annual Governor's Economic Summit. The theme for today's event has been "SOLID GROWTH ... Today and Tomorrow." Each of you will be an important part of the "tomorrow," and this student session will add to your ability to be successful in your business life.

We hope you will be able to meet your peers and those men and women who are currently working in the business world and form long lasting relationships. Utah's business community continues to be innovative and this State is doing everything it can to help you succeed.

Governor Gary Herbert has clearly stated that his long term goals are to focus on economic development, education and energy. The State is doing everything it can to keep Utah one of the most business friendly places in America, we hope you will plan on staying in Utah as you graduate and we in the Governor's Office of Economic Development are working everyday to be sure there are high quality jobs and business opportunities for all of our graduates.

Enjoy your sessions!

Sincerely,

Spencer P. Eccles

Executive Director

Governor's Office of Economic Development



Spencer P. Eccles

Executive Director
Governor's Office of Economic Development



Utah Governor's Office of
Economic Development
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Utah CEO

Conference Schedule

3:00 p.m.	Check-In, Student Setup for their Shark Tank Pitch (showcase their products in Reception Hall)			
4:00 p.m.	Welcome and Opening Session: Spencer Eccles , Executive Director, Governor's Office of Economic Development Keynote Address: Brandt Page , CEO and Founder, Launch Sales & Marketing			
BREAKOUT SESSION NO. 1				
4:45 p.m. to 5:30 p.m.	IMPERIAL BALLROOM A	IMPERIAL BALLROOM B	IMPERIAL BALLROOM C	IMPERIAL BALLROOM D
	Entrepreneurial Innovation You have the ideas. You have the desire to win. But, where do you begin? Innovation is the starting point for your business. This session will help you take your ideas and begin to layout the road map to success. With experts in business development and serial entrepreneurs as speakers you will be able to gain insight on how to bring your product to market.	Social Marketing Marketing 101: You must connect with your consumer. Who is your target consumer? Social marketing goes beyond Twitter and Facebook tools. You must engage your audience on many levels in today's marketplace. You will learn the importance of applying viral marketing strategies, engaging consumers in traditional social marketing, and implementing a effective strategy for your business.	Raising Capital Growth capital is an essential part of starting and building a company. Capital requirements can be minor or significant, as can the returns. Join a panel of seasoned entrepreneurs who have raised capital from angels, venture capitalist, and in the public markets, as they highlight the funding practices that have allowed them and their businesses to thrive both in fat times and in lean. How should you approach investors and are there options to raise capital in the current economic climate and for young entrepreneurs.	DECA Nationals Planning For those students heading to Nationals or would like additional insight on what to do to prepare their plans.
BREAKOUT SESSION NO. 2 Same classes as previous session allowing for attendee rotation.				
5:40 p.m. to 6:25 p.m.	IMPERIAL BALLROOM A	IMPERIAL BALLROOM B	IMPERIAL BALLROOM C	IMPERIAL BALLROOM D
	Entrepreneurial Innovation	Social Marketing	Raising Capital	DECA Nationals Planning
6:40 p.m.	Student Shark Tank Students elevator pitch to a group of Venture Capital Executives in a five-minute presentation plus a Q&A session by panel. No more than 10 minutes each business. (Shark Tank). At the end panel awards \$5,000 investment and mentor to the student.			
7:30 p.m.	Award Shark Tank Winner Closing Remarks: Joe Reyna , Zions Bank			

